

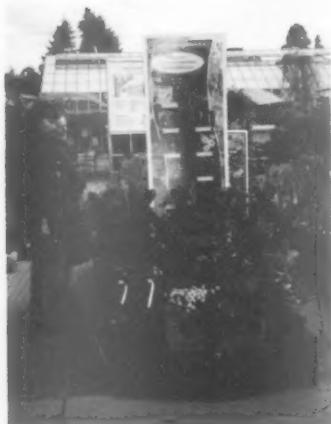


2003 Editorial *Index*

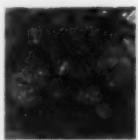
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This index of volumes 197 and 198 of AMERICAN NURSERYMAN covers all feature articles, as well as the Plant Health and Field Notes departments. Articles are indexed by subject starting here, and by author starting on page 70. We hope you find the index useful in reviewing past articles of AMERICAN NURSERYMAN.

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H. 'Eternal Flame'

ARBORETA

Breeding for Success. The US National Arboretum plant releases are painstakingly evaluated for pest resistance and environmental stresses. Dr. Margaret Pooler. Jan. 15, page 49

BUSINESS ISSUES

Avoiding Payroll Pitfalls. A quick review of employee payroll basics — what's legitimate and what's not — can help keep your business in the green. Mark E. Battersby. June 15, page 35

Complying With Labor Laws. While numerous hurdles can stand in the way of a business' ability to maintain compliance with the host of labor laws and regulations, there are a number of places to turn for help. John Wargowsky. June 15, page 26

Computing the Advantages. Using hand-held computers can smooth out inventory control, as well as myriad other business activities. Peter Allison. March 1, page 34

Disaster Recovery. While no one can predict when a disaster will strike, preparing for the worst will save a company time and money. Phillip M. Perry. Dec. 1, page 48

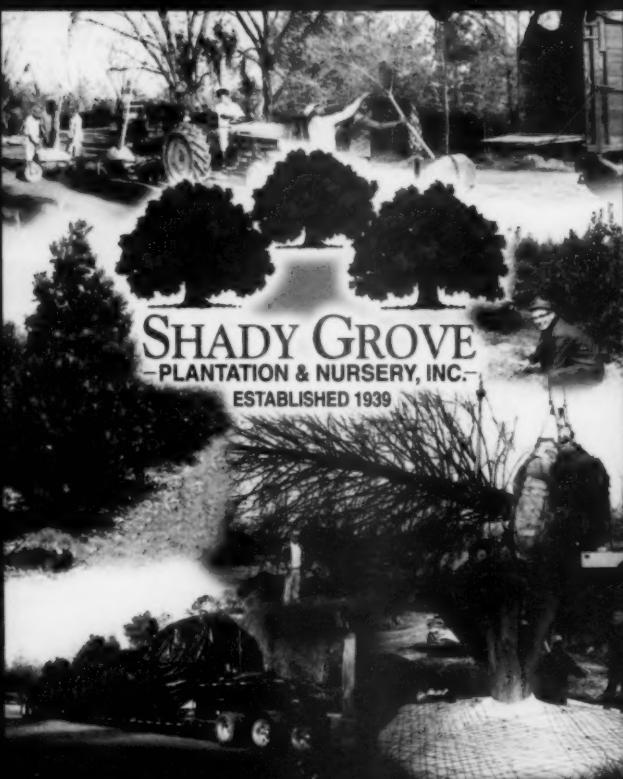
Doing Better Business. Continuously improving profit margins is hard for many companies. However, measuring how successful a business is in key areas can help nursery managers improve their bottom line. Joe Weston. Dec. 1, page 38

Formation of the Business. A nursery professional shares his expertise on starting a business. Tony Avent. Aug. 15, page 49

Homeland Security. Knowing about available alarm technologies can help retailers select the right security system and company to install it. Phillip M. Perry. Oct. 1, page 44

Paying by the Piece. Many employers — and their employees — are hesitant to use piece-rate pay programs. When managed effectively, however, this option can give your company a competitive edge and keep your workers happy. Gregorio Billikopf Encina. Aug. 15, page 43

Prepare for Launch. Whether starting a new company or branching into new areas with an existing business, knowing what challenges await and how to meet them can set entrepreneurs on the path to success. John Berry. Feb. 1, page 47



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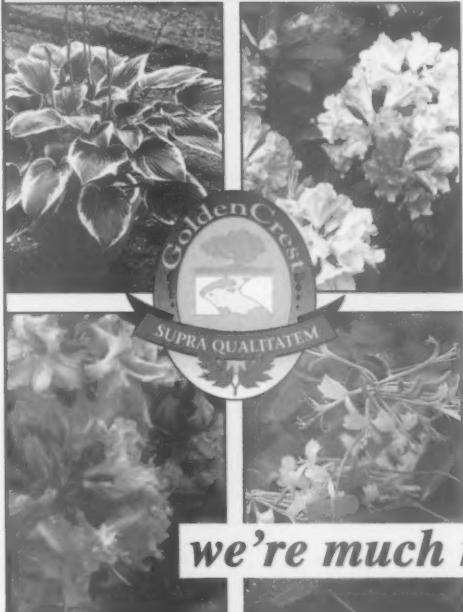
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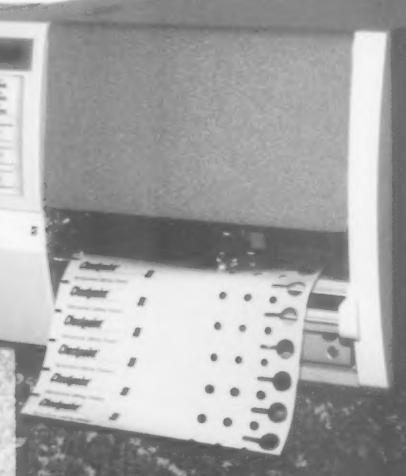
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Strategic Sourcing. Members of the green industry should incorporate new thinking in their business practices to obtain the best overall value for their investment. Kevin Barry. Jan. 1, page 42

Tax Planning With a Difference. Careful planning and preparation can help nursery professionals avoid headaches this tax season. Mark E. Battersby. March 1, page 45

Temporary Tax Cuts. Knowing how new tax laws will affect your company's bottom line can help you better prepare for the upcoming tax season. Mark E. Battersby. July 15, page 39

CONTAINERS

Contained Excitement. Container manufacturers offer a range of new products to help growers do business better. Sarah Landicho. Jan. 15, page 28

EMPLOYEE ISSUES/ MANAGEMENT

Bridging the Gap. A better understanding of how cultural differences impact your company's work force is an integral part of effectively managing immigrant employees. Julio Caesar Valera. Nov. 15, page 24

No Easy Chore. Immigration bottlenecks and internal problems in the US and Mexico deny aliens good jobs and employers reliable workers. David L. Morgan. Feb. 15, page 28

Retaining Good Employees. Following some key business practices can help employers hold onto the valuable workers they already have. Barbara Mulhern. Sept. 15, page 39

Tax-Free Education. It's back-to-school time, and a good time to think about continuing education for employees — with the added bonus of tax deductions. Mark E. Battersby. Sept. 1, page 47

EQUIPMENT/SUPPLIES

Commitment to Equipment. Landscape contractors name the major tools of their trade that their businesses couldn't operate without. Sarah Landicho. Feb. 15, page 20

Kings of Spades. Tree transplanters offer flexibility, low maintenance and great digging power. May 1, page 22

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Maintaining the Bottom Line. Making sure your company's equipment is in tip-top shape year-round not only prevents maintenance headaches — it can add to your profits. Wayne Siatt. Sept. 1, page 43

Rise of the Machines. New tractors and implements — as well as old favorites — can lift, load and harvest these days, effectively terminating the need for anything more. Ellen McDonald. Sept. 15, page 24

EROSION

Eroding the Problem. Dealing with erosion is an important issue for landscapers nationwide. However, teaming with some industry experts can help your company face the challenge. Michelle Vallet. Oct. 15, page 30

Erosion: Under Control. Asking the right questions, consulting a variety of resources and seeking advice from fellow green industry professionals helped one nursery take control of erosion. Niel C. Henriksen. July 1, page 29

FERTILIZERS/PLANT NUTRITION

Less Is More. Intensive fertilization is a common practice used to maximize plant growth in nursery crops; however, growers should be aware overfertilization is likely to reduce plant growth and quality, as well as negatively impact the environment. Dr. Raul I. Cabrera. April 15, page 40

FIELD NOTES

Acer tegmentosum. Dr. Anthony Kahtz. Jan. 1, page 102

Arbutus xalapensis. David L. Morgan. March 15, page 74

Aster oblongifolius. Eric Hsu. Feb. 15, page 78

Astilbe chinensis. Hubert P. Conlon. Oct. 15, page 66

Betula alleghaniensis. Adam R. Wheeler. July 1, page 78

Betula nigra 'Summer Cascade'. Brian Upchurch. Sept. 1, page 78

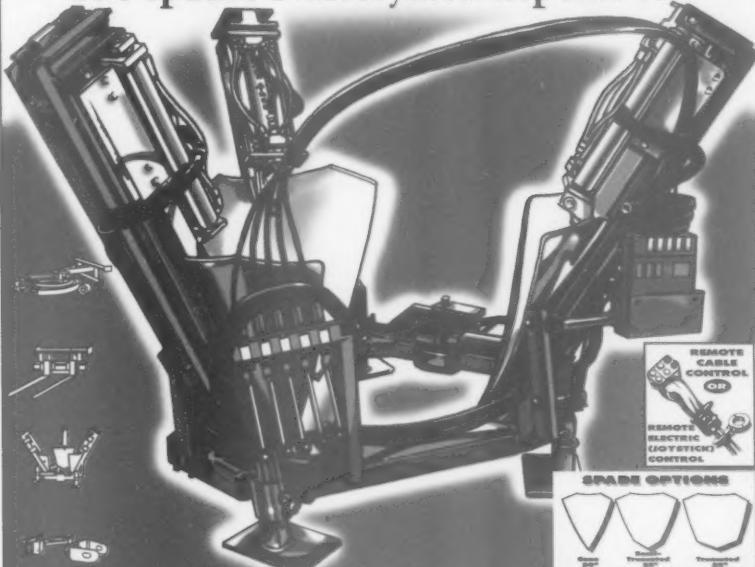
Erythrina herbacea. David L. Morgan. April 15, page 74

Franklinia alatamaha. Samuel Jones. Dec. 1, page 78

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Geranium × cantabrigiense 'Biokova'.
Kathy Freeland. June 1, page 74

Hamamelis mollis. Eric Hsu. Nov. 15, page 66

Ilex decidua. Dr. David L. Morgan. Sept. 15, page 66

Lilium formosanum. Holly L. Scoggins and Dennis J. Werner. Oct. 1, page 74

Liquidambar styraciflua 'Rotundiloba'.
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Lonicera sempervirens. David L. Morgan. May 15, page 70

Lychnis coronaria. Dr. Anthony W. Kahtz. Aug. 1, page 78

Magnolia virginiana 'Mattie Mae Smith'.
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Oenothera macrocarpa. Jim Locklear. July 15, page 66

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Quercus palustris 'Pringleen' (Green Pillar™). Douglas Webber and Andrea Bonville. Nov. 1, page 90

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Viburnum alnifolium. Tom Ward. March 1, page 78

Viburnum × pragense. Tom Ward. Feb. 1, page 82

Viburnum rufidulum. Scott Vogt. April 1, page 78

GROWING

Big Boxes = Big Issues. Irrigation practices, nutrient application strategies and characteristics of container substrates are inseparably linked to the health and vigor of a plant in a large container.
David L. Morgan. April 1, page 35

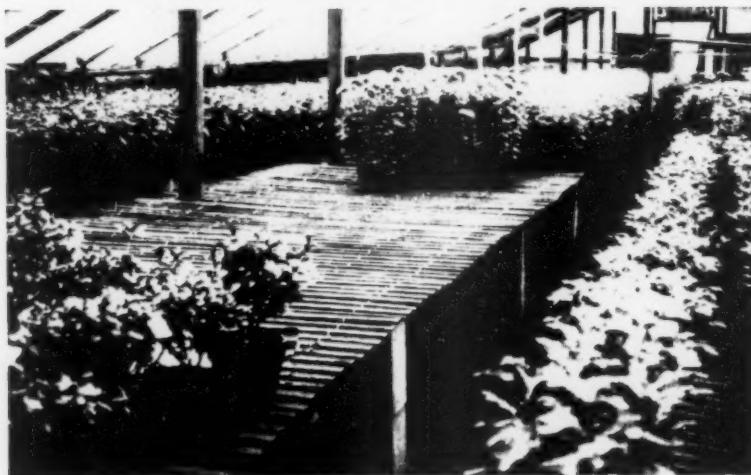
The Dark Ages. Growers now have plenty of options when it comes to shading their plants, from black woven cloth to high-tech shade systems. Sarah Landicho. May 15, page 26

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Focusing on Fabrics. Three nurseries put geotextile materials to good use in their container operations. David L. Morgan. May 15, page 32

Growing on Contract. There are a lot of advantages — and some disadvantages — to contract growing, and knowing what's in store might help growers and buyers make the right decision. Dr. Robin G. Brumfield. Aug. 1, page 49

How Much? Growers around the country tell how they determine what they charge for their products and how they wish pricing in the industry would change. Sarah Landicho. Sept. 1, page 28

It's Droughtful. Prepare plants for winter and ensure their health for spring by knowing some of the conditions and factors that contribute to physiological drought. Dr. Fredric Miller. Sept. 15, page 31

Plug It In. Nursery professionals thinking about growing perennials from plugs should take time to ponder some of the important issues. Dr. Leonard Perry. Dec. 1, page 44

The Problem Solver. One Alabama nursery professional develops a new, quick method of growing quart liners for faster field production. Dr. Ken Tilt and Sarah Landicho. July 1, page 47

Pruning at the Nursery. By making the proper cuts at the right time, growers can craft strong, healthy shade trees built to withstand the elements. March 1, page 28

Under the Big Top. Whether an old-fashioned hoop house or high-tech retractable greenhouse, growers say they couldn't produce their plants without these valuable nursery structures. Sarah Landicho. July 15, page 26

HARDSCAPES

Back Yard Beauty. Today's trends in decking range from natural woods to composite materials — and a couple other amenities to dress things up. Michelle Vallet. Aug. 15, page 38

Hard to Miss. Whether working with natural materials or concrete and pavers, design/build companies are creating artful escapes with beauty and staying power. March 15, page 20



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Natural Beauty. An object of function can become an object of beauty with a little help from Mother Nature — and a landscape professional. Ellen McDonald. Nov. 15, page 20

HERBICIDES/FUNGICIDES/ PESTICIDES (see also IPM or PEST, DISEASE AND WEED CONTROL)

Selecting Pre-Emergence Herbicides. Choosing the right weapons in your fight against weeds can keep the growing pests from ever being a problem at your container operation. Dr. James Altland. Aug. 15, page 26

Taking Control. Maryland researchers evaluate new products for old pests: caterpillars, leafminers and lace bugs. Stanton A. Gill, Rondalyn Reeser, Michael Raupp, Joanne Lutz, Paula Shrewsbury and Suzanne Klick. April 15, page 30

Why pre-emergence herbicides fail. Dr. James Altland. July 15, page 10

INSURANCE ISSUES

Being Insured. An industry expert explains why insurance rates continue to skyrocket and estimates when some policyholders might see some relief. May 15, page 43

INTERNATIONAL

International Outreach. A trip overseas can help nursery professionals expand their customer base, as well as find new ideas for their operations. Danny Summers. Oct. 1, page 35

INVASIVE PLANTS

Fire Storms on the Native Front. A Florida nursery executive analyzes invasive issues and suggests the green industry and environmentalists should find a common ground. Hugh Gramling. Jan. 15, page 55

IPM (see also HERBICIDES/ FUNGICIDES/PESTICIDES or PEST, DISEASE AND WEED CONTROL)

Elemental IPM. Established standards concerning plant health may help landscape professionals face the challenges of increasing chemical regulations and restrictions. Mary M. Woodsen. July 15, page 34

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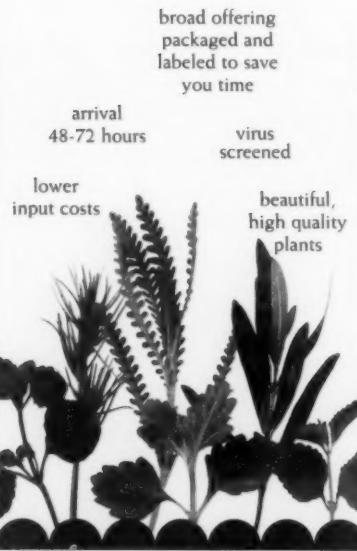
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Overwintering Insects. A good understanding of how insects survive the tough winter months provides a foundation for IPM strategies. Dr. Fredric Miller. Oct. 15, page 33

IRRIGATION/ WATER CONSERVATION

Getting an Estimate. A researcher shares a new way to estimate water use in nursery crop production so professionals can irrigate more efficiently. Dr. Bill Bauerle. May 1, page 26

Getting to the Roots. A Colorado irrigation designer believes a subsurface system could save half the water lost to drought. David L. Morgan. Jan. 1, page 26

Water Quality. Managing what's in your irrigation water should not only improve your plants' appearance, it should enhance their health. Dr. Hannah Mathers. Sept. 1, page 32

LANDSCAPE BUSINESS

Recycling Landscapes. Reusing plants is a simple way to incorporate existing specimens into new landscapes so owners can appreciate them in new ways. Dr. Bonnie Lee Appleton. June 15, page 32

LANDSCAPE DESIGN/ INSTALLATION

Child's Play. All plants and no play make some gardens dull spaces. By incorporating a little imagination, landscape designers can create areas that are enjoyable for both kids and adults. Bobbie Schwartz. Aug. 1, page 41

The Color of Success. Adding colorful annuals to the landscape can keep customers happy — and coming back to your business — year after year. Jessie Atchison. Nov. 15, page 16

Digs for Dogs. With proper planning, a landscape designer can create a yard that thrills homeowners and makes their pets roll over. Sheldon Hammond. March 15, page 26

Filling in the Blanks. Though challenging, designing a landscape with well-orchestrated, successive flowering creates a symphony of color throughout the season. Chuck Gleaves. Jan. 15, page 40

Planted in Energy Efficiency. With energy costs and consumption rising, the green industry can promote the use of proper

plantings to lower a building's energy needs. Mary Haque, Dr. Lolly Tai and Dr. Donald L. Ham. June 1, page 39

Purple Reign. Inspired by the historic gardens of Sissinghurst, an American horticulturist defies the odds to create an English garden in her native Southeast. Cyndi Crossan Lauderdale. Dec. 1, page 18

Put on the Night-Light. A well-designed landscape is meant to be enjoyed throughout the day. But without proper lighting, an attractive garden is simply left in the dark. Michelle Vallet. March 1, page 42

Restoring Pride. Restoring natural areas may not win a landscape company any awards, but it can expand its client list and provide a sense of pride. Jamie Jamison. June 1, page 47

Sweet Kentucky Home. A once abandoned historic farm is reclaimed and transformed into a resplendent country estate, complete with large pond, swimming pool, gardens, terrace and 110 acres of rolling hills. Sarah Landicho. June 1, page 24

LEGISLATION/REGULATION, NATIONAL

Act Now. As Congress debates groundbreaking labor reform legislation, the time for green industry stakeholders to voice their support is now. John Meredith. Nov. 15, page 33

MARKETING/ADVERTISING

Brand Scheme of Things. Nursery professionals wanting to sell their own programs and build their own brands can easily jump in the game — all they need to do is follow the rules. Kurt Fromherz. Dec. 1, page 29

Build a Better Booth. Boost sales by breaking out of the ordinary exhibit space and building a booth that stands out to the right crowd. Rachel G. Rodgers. April 15, page 35

Growing success. Sidebar to "Programmed for Success." Sarah Landicho. Oct. 1, page 25

Programmed for Success. Whether big or small, growers need only follow the right formula to put together a winning plant program retailers will use. Oct. 1, page 24

The Sound Garden. With proper planning and a little creativity, showing potential customers what you have to offer by displaying your talent at a garden show can be just as effective as newspaper, television

and radio ads. Bruce Zaretsky. April 15, page 24

MULCH

Mulch: The Great Mediator. Understanding the proper use of mulch can help put a stop to the war between trees and turf. Dr. Russell J. Balge. Sept. 15, page 18

NURSERY INDUSTRY

2002 Wage & Benefits Survey. While last year's economy remained in a slump, green industry professionals managed to make a few gains. June 1, page 31

Leaving a Legacy. If urban sprawl is forcing you to contemplate relocating your nursery, consider developing your land into a new neighborhood and reap the rewards. Steve Coyle. April 1, page 30

Shipping Strategies. Freight brokers offer tips on what growers can do to get their plant material shipped with fewer bumps along the road. Sarah Landicho. April 1, page 49

Show Me. As summer draws near, industry professionals gear up for a plethora of shows. May 1, page 30

The Three S's. Selection, service and schooling are the tools independent nurseries can use to successfully keep big box competition at bay. Paul Zimmerman. Nov. 1, page 24

Wanna Trade? The winter trade show season is upon us, and this year's expos are offering sacks full of goodies. Nov. 1, page 29

ONLINE INFORMATION

Dot-Corn Update. Take a look at who's doing what in the ever-changing world of e-commerce. David L. Morgan. Jan. 15, page 37

UCCnet Growth. An Internet-based data service can help eliminate errors in product information that routinely develop between suppliers and retailers. Kevin Barry and Bryan Larkin. Oct. 1, page 40

PEST, DISEASE AND WEED CONTROL (see also HERBICIDES/FUNGICIDES/PESTICIDES or IPM)

Avoiding salt damage to trees along roadsides. Mary M. Woodsen. March 15, page 10

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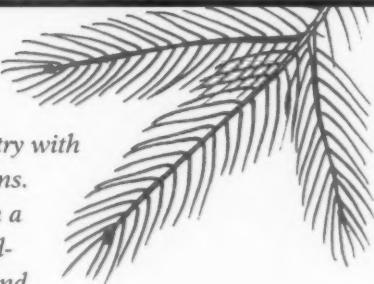
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Controlling Bacterial Leaf Spot. A research associate explores the use of possible controls for a common plant disease. Dr. Anthony W. Kahtz. March 15, page 30

D'oh! A Deer. Deer, rabbits, birds and mice are just a few of the pests that plague nurseries and landscapes, but there are a variety of effective ways to rid areas of these unwanted visitors. Sarah Landicho. June 15, page 30

The fungus amongus — no place left to hide. Jim Chatfield. April 15, page 10

Key applications for late fall plant protection. Mary Ann Rose. Nov. 15, page 8

Ornamentals beware: white grubs. Dr. Robert Crocker and Maricela Garcia-Bonilla. May 1, page 12

Pests in Pots. Sanitation and herbicide management are essential for improving weed control in containers. Dr. James Altland. June 1, page 18

The Power of the Triangle. Nursery professionals can better manage diseases and pests by keeping in mind the three facets of the disease triangle. Jim Chatfield, Erik Draper and Joe Boggs. May 1, page 49

PLANT HEALTH

A fungus by any other name. Jim Chatfield and Larry Steward. June 1, page 8

Plant health management: some basic principles. Dr. Charles C. Powell. April 1, page 10

PLANTS

2004 AARS Selections. Easy to maintain and gorgeous, too. What more can you ask from award-winning roses? May 15, page 30

Add Beauty With Bulbs. Bulbs add beauty to most any garden, but choosing from the many varieties available can be difficult. This list of 10 might make that task a bit easier. Jill Selinger. Nov. 1, page 18

The Art of Grasses. Subtle colors, dramatic spikes and soft plumes provide everything a landscape artist needs to create a lasting impression. Janet Rademacher. Sept. 1, page 18

The Bald and the Beautiful. Innovative breeding and selection in China bring potential new uses for Taxodium species in US landscapes. Dr. David Creech. Feb. 15, page 30

The Birch Report. After more than 20 years of evaluations, the Morris Arboretum announces its recommendations for bronze birch borer-resistant trees. Anthony S. Aiello and Elinor I. Goff. April 1, page 40

Bloomin' Long. Landscapers short on space but not on desire should give some of these long-blooming perennials a try. Barbara Blossom Ashmun. Feb. 1, page 34

Captivating Corydalis. With a range of flower colors to dazzle the most discerning eye, Corydalis selections prove to be valuable gems in the American landscape. Dan Heims. March 1, page 20

Common Scents. Knowing the types of fragrances different plants emit can help landscapes come off smelling like a rose — among other varieties. Barbara Perry Lawton. May 1, page 42

Daylily Dazzlers. There's more to Hemerocallis than the tried and true. Lesser-known varieties offer sumptuous colors and sensuous shapes to tempt the most jaded daylily observer. Sally D. Benson. April 1, page 22

Desert Delights. Several unusual small trees suit Southwestern landscapes to a tee. Greg Corman. Feb. 15, page 24

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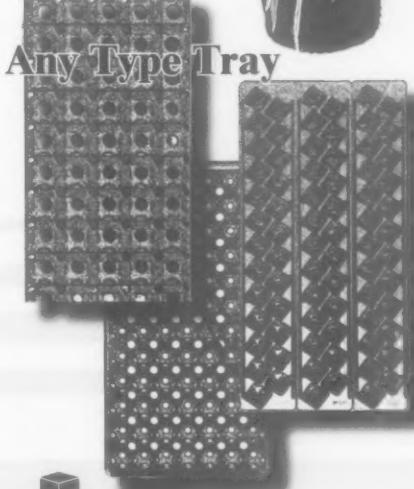


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The Art of Grasses. Subtle colors, dramatic spikes and soft plumes provide everything a landscape artist needs to create a lasting impression. Sept. 1, page 18

Raupp, Michael

Taking Control. Maryland researchers evaluate new products for old pests: caterpillars, leafminers and lace bugs. Co-authors Stanton A. Gill, Rondalyn Reeser, Joanne Lutz, Paula Shrewsbury and Suzanne Klick. April 15, page 30

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Build a Better Booth. Boost sales by breaking out of the ordinary exhibit space and building a booth that stands out to the right crowd. April 15, page 35

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Selections for the Salty Coast. Finding the right woody ornamentals to tolerate sea air and saline soil can be difficult, but here are more than 100 trees that can withstand these conditions. Sept. 1, page 38

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Child's Play. All plants and no play make some gardens dull spaces. By incorporating a little imagination, landscape designers can create areas that are enjoyable for both kids and adults. Aug. 1, page 41

Scoggins, Holly L.

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Add Beauty With Bulbs. Bulbs add beauty to most any garden, but choosing from the many varieties available can be difficult. This list of 10 might make that task a bit easier. Nov. 1, page 18





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Taking Control. *Maryland researchers evaluate new products for old pests: caterpillars, leafminers and lace bugs. Co-authors Stanton A. Gill, Rondalyn Reeser, Michael Raupp, Joanne Lutz and Suzanne Klick. April 15, page 30*

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Maintaining the Bottom Line. *Making sure your company's equipment is in tip-top shape year-round not only prevents maintenance headaches — it can add to your profits. Sept. 1, page 43*

Upselling on the Upswing. *Sometimes selling customers more than they came in for is the key to repeat business. July 15, page 30*

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The Hunt for Red October. *The pigments responsible for turning fall foliage its famous crimson do more than just please the eye. One study suggests they might protect leaves from bright light and low nutrients as well. Co-authors Dr. William A. Hoch and Dr. Brent H. McCown. Oct. 1, page 18*

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POS-itive Customer Service. *Point-of-sale systems are a great and affordable way to personalize your customer service and set your operation apart from big box stores. May 15, page 37*

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A fungus by any other name. *Plant Health. Co-author Jim Chatfield. June 1, page 8*

Summers, Danny

International Outreach. *A trip overseas can help nursery professionals expand their customer base, as well as find new ideas for their operations. Oct. 1, page 35*

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Planted in Energy Efficiency. *With energy costs and consumption rising, the green industry can promote the use of proper plantings to lower a building's energy needs. Co-authors Mary Haque and Dr. Donald L. Ham. June 1, page 39*

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The Problem Solver. *One Alabama nursery professional develops a new, quick method of growing quart liners for faster field production. Co-author Sarah Landicho. July 1, page 47*

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Upchurch, Brian

Betula nigra 'Summer Cascade'.
Field Notes. Sept. 1, page 78

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Bridging the Gap. A better understanding of how cultural differences impact your company's work force is an integral part of effectively managing immigrant employees. Nov. 15, page 24

Vallet, Michelle

Accentuate the Positive. Retailers and manufacturers are finding myriad ways — and a number of products — to help homeowners make their back yards beautiful without busting their budgets. Sept. 15, page 28

Back Yard Beauty. Today's trends in decking range from natural woods to composite materials — and a couple other amenities to dress things up. Aug. 15, page 38

Eroding the Problem. Dealing with erosion is an important issue for landscapers nationwide. However, teaming with some industry experts can help your company face the challenge. Oct. 15, page 30

Holiday Blues. For many retailers nationwide, 2002 holiday sales brought a range of gifts — from nice surprises to lumps of coal. Feb. 15, page 37

Put on the Night-Light. A well-designed landscape is meant to be enjoyed throughout the day. But without proper lighting, an attractive garden is simply left in the dark. March 1, page 42

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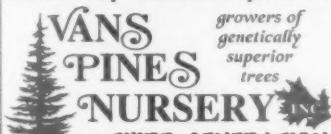
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Complying With Labor Laws. While numerous hurdles can stand in the way of a business' ability to maintain compliance with the host of labor laws and regulations, there are a number of places to turn for help. June 15, page 26

Webber, Douglas

Quercus palustris 'Pringleen' (Green Pillar™). Field Notes. Co-author Andrea Bonville. Nov. 1, page 90

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Werner, Dennis J.

Lilium formosanum. Field Notes. Co-author Holly L. Scoggins. Oct. 1, page 74

Wertheim, Ernest, ASLA

The Changing Face of Retail. Customers are constantly asking for new merchandise, and garden center operators must be aware of these needs and design their businesses around them. Nov. 1, page 44

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Doing Better Business. Continuously improving profit margins is hard for many companies. However, measuring how successful a business is in key areas can help nursery managers improve their bottom line. Dec. 1, page 38

Wheeler, Adam R.

Betula alleghaniensis. Field Notes. July 1, page 78

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Avoiding salt damage to trees along roadsides. Pest, Disease & Weed Control. March 15, page 10

Elemental IPM. Established standards concerning plant health may help landscape professionals face the challenges of increasing chemical regulations and restrictions. July 15, page 34

Pleading the Soil Amendment. New research shows that amending compacted city soils can improve a tree's chances of survival. Sept. 15, page 34

Under Control. A nursery professional's IPM practices have turned her Northeast operation into an environmentally sensitive, customized service. Feb. 1, page 28

Zaretsky, Bruce

The Sound Garden. With proper planning and a little creativity, showing potential customers what you have to offer by displaying your talent at a garden show can be just as effective as newspaper, television and radio ads. April 15, page 24

Zimmerman, Paul

The Three S's. Selection, service and schooling are the tools independent nurseries can use to successfully keep big box competition at bay. Nov. 1, page 24